Lowrance introduces New Lake Insight HD and Lake Insight Pro 2012 Chartcards

Lowrance, a world-leading brand in marine electronics since 1957 and GPS navigational systems since 1992—announced today its new Lake Insight™ HD 2012 and Lake Insight™ PRO 2012 chartcards.

Compatible with Lowrance HDS® and HDS Gen2 multifunction displays, the new Lake Insight HD 2012 chartcard features more than 650 U.S. lakes—plus Rainy Lake and Lake of the Woods—with high-resolution, 1- to 3-foot contours, plus high-definition shaded relief overlay, as well as Fishing Hot Spots® enhancements for select lakes, providing tips and techniques, fishery profiles and marked fishing areas. The 650 U.S. lakes on the chart are located in the following 12 states: Texas, Oklahoma, Kansas, Missouri, Illinois, Iowa, North Dakota, South Dakota, Nebraska, Michigan, Minnesota, and Wisconsin. In addition, Lake Insight HD 2012 provides 20 more zoom-in levels of high-definition shaded relief, than the built-in Insight maps featured on HDS and HDS Gen2 chartplotters.

The more affordable Lake Insight PRO chartcard also works with all HDS models, as well as all Lowrance Mark™ and Elite™ 4- and 5-series chartplotters. Lake Insight PRO features the same coverage of lakes with high-resolution, 1- to 3-foot depth contours—as well as Fishing HotSpots enhancements—but without the high-definition shaded relief. In addition, both new Lake Insight HD and PRO chartcards feature enhanced shoreline detail and depth contours for a total of 5,000 U.S. lakes. Each chartcard includes ample memory space to record sonar logs and screenshots, as well as waypoints, routes and trails, and display system settings without the need for an additional SD memory card.

“Lake Insight HD 2012 and Lake Insight PRO 2012 provide the critical high-resolution, 1- to 3-foot depth contour coverage that Lowrance users depend on to make the most of their time on the water,” said Louis Chemi, chief operating officer, Navico Americas. "Providing Fishing Hot Spots and 5,000 additional lakes with enhanced shoreline and depth contours—all available on one card—our new Lake Insight HD 2012 and Lake Insight PRO 2012 represent an incredible convenience and value to boaters and anglers.”

Lowrance Lake Insight HD 2012 and Lake Insight PRO 2012 chartcards—which are also compatible with Simrad NSS, NSS and NSO, as well as B&G Zeus multifunction displays—are only available from authorized dealers and distributors throughout the United States and Canada. The suggested retail prices are US $149 and $99 for Lake Insight HD and Insight PRO, respectively. For more information on the new lake maps—including a complete list of the 650-plus lakes with high-resolution, 1- to 3-foot depth contours—or to locate an authorized dealer, please visit www.lowrance.com.